

**CITY OF DELTONA, FLORIDA
ECONOMIC DEVELOPMENT COMMERCE PARK & SUNRAIL SUB-COMMITTEE
MEETING
FRIDAY, OCTOBER 14, 2011**

A Regular Meeting of the Economic Development Commerce Park & SunRail Sub-Committee was held on Friday, October 14, 2011 in the City of Deltona's 2nd Floor Conference Room at 2345 Providence Blvd., Deltona, Florida.

1. CALL TO ORDER:

The meeting was called to order at 3:32 p.m. by Chairman Cerrato.

2. ROLL CALL:

Chairman	Joe Cerrato	Present
Vice Chairman	Roy Braddy	Present
Sub-Committee Member	Robert Desmond	Present
Sub-Committee Member	John "Jack" Kesler	Present
Staff Liaison	Jerry Mayes	Present

Also present: Mr. George Voll, owner of J&J Security, Mr. John Wanamaker from Coldwell Banker and Chris Bowley, City of Deltona Planning & Development Services Director.

3. APPROVAL OF MINUTES & AGENDA:

A. Adoption of the Minutes – September 30, 2011.

Minutes were not available for meeting.

B. Additions or Deletions to the Agenda.

There were no additions or deletions to the agenda.

Motion was made by Mr. Braddy, seconded by Mr. Kesler to approve the agenda as published.

Motion carried with members voting unanimously.

4. CITY LIAISON COMMENTS:

Mr. Mayes introduced George Voll from J & J Security who may decide to become a sub-committee member or just an advisor. He asked Mr. Voll to give a little background on himself. Mr. Voll stated he is the owner of J & J Security Services that employs 20 workers and he owns both commercial and residential property in Deltona. He stated the Deltona community is very important to him and that is why he is attending this meeting. He stated he is very pleased with the direction the City is headed in at this time as it is promoting good and positive economic growth and he is looking forward to being an advisor.

Mr. Mayes introduced John Wanamaker who is with Coldwell Banker and is a commercial realtor with AI Group, a businessman and commercial land owner in Deltona. He asked Mr. Wanamaker if he would like to address the group. Mr. Wanamaker gave some background as to why he has a vested interest in Deltona and West Volusia stating he had lived in Deltona, has family living in Deltona, volunteers on the Center for Business Excellence and he is the Chair for the Volusia-Flagler Workforce Board primarily

1 because it is related to jobs/training and he wanted to have some representation from the West side of
2 Volusia. He stated he has been involved with medical development in Orange City and Deltona,
3 commenting that it is not as hard to develop in Deltona now as it had been in the past. He stated he was
4 glad to be at the meeting today and he wanted to see Deltona and West Volusia grow.

5
6 Mr. Mayes stated that Mr. Wanamaker and Mr. Voll have both stepped forward to be advisors to the Sub-
7 Committee. He stated as advisors they are allowed to go out and solicit and carry the goodwill of Deltona
8 with them to have businesses come into Deltona. Next he introduced Mr. Chris Bowley and stated he had
9 invited Mr. Bowley as he will be very involved with the Commerce Park and SunRail. Mr. Bowley stated
10 he and his department would help the sub-committee in any way possible. Chairman Cerrato thanked
11 everyone for attending and looked forward to working with them.

12
13 **5. OLD BUSINESS:**

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15 **A. Suggestions for New Sub-Committee Members.**

16
17 Mr. Mayes stated at the last meeting the sub-committee had discussed getting more members and advisors
18 through advertising, through the City newsletter or sending bulletins out to the newspapers; however there
19 are no funds to pay for advertising. He stated if the sub-committee would like for him to move forward
20 with this and prepare something via the public information office he will be happy to take that as a
21 directive from the sub-committee. Mr. Desmond suggested an email blast advertising for members or
22 advisors; also DEDAB is looking to have some space in the City's quarterly newsletter and perhaps an
23 advertisement for committee members, sub-committee members or advisors could be included in that
24 space. Mr. Mayes stated that DEDAB nor the two sub-committees had been tasked by the Commission to
25 advertise for members or advisors. He suggested possibly placing a public announcement on the business
26 page of newspapers but he would need to get approval from the PIO Office and the City Manager.
27 Chairman Cerrato agreed with the email blast asking if they could target business owners. He stated he
28 had seen a small article about DEDAB looking for members in the Beacon and suggested maybe the
29 Beacon or one of the other newspapers might do the same for the sub-committee. He suggested also
30 looking into Brighthouse. He asked if there were any other comments or a motion to direct staff. Mr.
31 Braddy asked if maybe the County could include information on their literature. Mr. Mayes stated he
32 would try.

33
34 **Motion was made by Mr. Braddy, seconded by Mr. Desmond to have Mr. Mayes pursue their list of**
35 **options to include the email blast, articles in the newspapers, Brighthouse and inclusion in Volusia**
36 **County's literature.**

37
38 **Motion carried with members voting unanimously.**

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40 **6. NEW BUSINESS:**

41
42 **A. Discussion of Commerce Park.**

43
44 Chairman Cerrato asked Mr. Mayes to bring everyone up to date regarding a commerce park. Mr. Mayes
45 stated prior to the City Commission forming the DEDAB Commerce Park & SunRail Sub-Committee a
46 group of citizens and DEDAB members were meeting outside the auspices of DEDAB to have discussions
47 regarding a commerce park. He stated at that time Mr. DeMarsh who is a developer in the area had stated he
48 would be willing to set aside a portion of his property for a commerce park provided the economics worked.
49 He added he had not had any communication with Mr. DeMarsh that this has changed but he will check with
50 Mr. Bowley and see if Mr. DeMarsh's preliminary site plan or final site plan shows anything along the lines
51 of a commerce park. Mr. Bowley stated so far the approvals for the Deltona Village project have been for an

1 overall development/master development plan for the entire 130 acres and does have land available for some
2 type of distribution or commerce type facility as part of the overall approved uses. He stated he would have to
3 go back and look to see if it would be feasible for a commerce park. He stated there is other land in the
4 activity center zoned industrial that allows for a distribution center or commerce park. Mr. Mayes asked Mr.
5 Wannamaker if he had any recommendations for locating a commerce park. Mr. Wannamaker agreed with
6 the locations Mr. Bowley had just mentioned as making the most sense. Mr. Mayes stated he had also been in
7 contact with Mr. Luthra but he is not interested in having a commerce park on his property and Mr. Fair who
8 is not interested in developing anything at this time. He stated if directed by the sub-committee he would
9 contact Mr. Fair once again to see if there was any change.

10
11 **Motion was made by Mr. Braddy, seconded by Mr. Kesler to have staff follow-up with Mr. Fair to see**
12 **what he is willing to do or not do.**

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14 **Motion carried with members voting unanimously.**

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16 Mr. Mayes stated he would enlist the assistance of Mr. Wannamaker, Mr. Voll and Mr. Bowley in helping
17 him make contact with Mr. Fair. Mr. Wannamaker suggested Mr. Fair may not be willing to develop the
18 property but may be willing to sell the property and then you can go out and maybe find someone interested
19 in buying the property who has experience in developing a commerce park. Mr. Bowley suggested engaging
20 someone possibly at Coldwell Banker who specializes in distribution centers regarding listing, selling or
21 transacting property prior to contacting Mr. Fair. Mr. Wannamaker suggested speaking with Mr. David
22 Murphy.

23
24 **It was the consensus of the members to have Mr. Mayes meet with this group outside of the sub-**
25 **committee and report back on any findings.**

26
27 Mr. Desmond suggested also looking at the southeast area of Deltona to consider possibly an automotive
28 center or industrial area as there is activity by the hospital and access to two airports from that area. Mr.
29 Mayes stated the sub-committee can look at the high tech center at the 415/Howland Blvd. corridor along
30 with the activity center. Mr. Wannamaker cautioned that the hospital did purchase the land in that area but
31 there are no plans to build anything in that area. Mr. Bowley stated the concept for the high tech area does not
32 provide enough depth to accommodate oversized vehicles such as semis at this time but that is not to say that
33 over time that won't change. He suggested looking at D Ranch but added you would need to determine usage
34 of Sanford Airport for cargo and freight and whether it is geared up for that. Chairman Cerrato stated we
35 could bring this topic back to our next meeting after speaking with Mr. DeMarsh about the activity center and
36 then start looking at steps to try to move that forward. He added they could also look at assembling properties
37 which had been discussed at a previous meeting.

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39 **B. Discuss inviting a speaker to address Sub-Committee:**

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41 Chairman Cerrato suggested inviting Bob Turk from DeLand to speak at the next commerce meeting
42 regarding a commerce/industrial park and asked the members and advisors to contact Mr. Mayes if they
43 thought of anyone else.

44
45 **7. MEMBER COMMENTS:**

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47 Mr. Desmond stated he was excited to be part of this sub-committee and expects this sub-committee to be
48 able to come up with concrete plans and make recommendations on how to get things done that can be
49 pushed up through the various boards to the City. He mentioned he had also attended a SunRail meeting
50 and had asked about Deltona's role. He stated he was encouraged by comments from one of the officials
51 regarding discussions about Daytona Beach wanting SunRail and that SunRail would have to go through

Deltona to get there. He added although there have been discussions it is not official and he was reminded there are no time frames or budget for this at this time.

Mr. Kesler had no comment other than it was very interesting.

Mr. Braddy stated he was getting excited as they are narrowing down on some things. He commented it was brought up about the volume of freight going through Sanford-Orlando Airport and whether that would be a marketable situation. He stated that information would be interesting to know and he would look into it. Mr. Voll stated he has a family member who actually works at that airport as an operations director in the freight and cargo area and he will ask that person about it. Mr. Braddy suggested inviting someone who works for a freight carrier to a future meeting to provide some insight.

Chairman Cerrato reminded everyone that everything needs to flow through Mr. Mayes. He stated he would like to get to the point of making some recommendations to DEDAB to forward on to the Commission regarding a commerce park including some time frames. He reminded everyone the topic for the next meeting will be SunRail as they are meeting twice a month and alternating between Commerce Park and SunRail. He thanked the advisors for attending.

8. PUBLIC COMMENTS: None

9. CONFIRMATION OF NEXT MEETING DATE, TIME AND LOCATION.

The next meeting will take place on Friday, October 28th at 3:30pm in the 2nd Floor Conference Room; the topic will be SunRail. It was suggested to invite Mr. Booker from Congressman John Mica's office to come and speak at that meeting regarding SunRail. Chairman Cerrato asked for a motion.

Motion was made by Mr. Braddy, seconded by Mr. Kesler to direct staff to invite Mr. Booker to speak at the next meeting.

Motion carried with members voting unanimously.

8. ADJOURNMENT:

Motion was made by Mr. Braddy, seconded by Mr. Desmond to adjourn the meeting.

Motion carried with members voting unanimously.

The meeting adjourned at 4:24p.m.

Joseph Cerrato, Chairman

ATTEST:

Janet Day, Admin. Assistant II